



Gateway Center Arena @ College Park Selects the Fox Theatre as Exclusive Booking, Marketing and Consulting Partner for Anticipated Entertainment Venue

ATLANTA (June 4, 2019) – **Georgia International Convention Center** today announces that it has named **The Fox Theatre** as the exclusive partner for its multipurpose arena, **Gateway Center Arena @ College Park**, which is slated to open this fall. Under this multi-year agreement, the Fox Theatre will consult in several key business areas, including accounting, programming, marketing, digital media, production and general facility management. This venture further expands the Fox Theatre’s footprint in presenting top-notch live entertainment at facilities throughout metro-Atlanta, including Cobb Energy Centre, Symphony Hall and the Buckhead Theatre.

“The Fox Theatre boasts an incredibly seasoned senior management team, bringing more than 75 years of combined success in the field,” said Mercedes Miller, Executive Director for the Georgia International Convention Center and Gateway Arena @ College Park. “Their expertise and insight into the nuances of producing live events in Atlanta will help position the Gateway Center Arena @ College Park as the ultimate entertainment destination in the city’s south metro area.”

In addition to serving as the home for the Atlanta Hawks G League team, Gateway Center Arena @ College Park will hold 5,000 seats for live events, ranging from concerts, comedy performances, family shows and lifestyle events to amateur and professional sporting events. Located minutes from Hartsfield-Jackson Atlanta International Airport, the 100,000 square foot entertainment destination is poised to become the premier event facility on the city’s south side. The venue, which will bring an estimated 600 jobs to College Park and surrounding areas, is complemented by neighboring attractions, including the Delta Flight Museum, the Porsche Driving Experience, curated dining experiences and more.

“We are honored to play a role in the birth of this entertainment venue as it becomes a leading economic driver in the community,” commented the Fox Theatre’s President & CEO Allan Vella. “With endless live event opportunities for the new facility, our team will leverage our experience and connections to help ensure the Gateway Center Arena @ College Park’s success.”

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About the Georgia International Convention Center

The Georgia International Convention Center is the second largest convention center in Georgia, uniquely positioned to offer its guests and clients unprecedented convenience for conferences, expositions, convocations and more. Directly connected to Hartsfield-Jackson Atlanta International Airport via the ATL SkyTrain, the GICC is the world’s only convention center with such access, set alongside three hotels, class-A office space, the BMW Training Center and the forthcoming Gateway Center Arena @ College Park, set to open in fall 2019. The GICC is located at 2000 Convention Center Concourse, College Park, GA 30337. For more information, please visit www.gicc.com.

About College Park

Encompassing 11.1 square miles, College Park is home to the world headquarters of Chick-fil-A, the most traveled airport worldwide in Hartsfield-Jackson Atlanta International and the state's second largest convention center, the Georgia International Convention Center. It has the largest and one of the most prestigious K-12 private schools in the continental United States – Woodward Academy – alongside one of Georgia's most vibrant historical communities, while the city moves boldly ahead in new technologies and alternative fuel and energy platforms. The City's progressive mission focuses on economic development, hospitality and entertainment. For more, visit www.collegeparkga.com.

About the Fox Theatre

The Fox Theatre is one of Atlanta's premier venues for live entertainment. Listed as No. 1 non-residency venue worldwide for the decade by Billboard Magazine, the Fox Theatre was most recently named as one of the 2018 "Top Stops Worldwide" by Venues Now magazine and landed in the top three of Pollstar magazine's 2018 Worldwide Ticket Sales. Other notable accolades include nods for 2017 "Theatre of the Year" by the International Entertainment Buyers Association, Rolling Stone magazine's "The Best Big Rooms in America" as part of their "Venues That Rock" series (2013) and the 2011 "Outstanding Historic Theatre of the Year" award by the League of Historic American Theatres. For the past decade, the Fox Theatre has consistently ranked in the top three non-residency theatres in North America for gross ticket sales by industry trade magazines, Pollstar, Billboard and Venues Now. The Fox Theatre has the No. 1 social media presence for any theatre or performing arts center in North America (2,000-5,000 seats) and for any Georgia venue according to the "Social Media Power 100" compiled by Venues Now magazine. With 4,665 seats in the theatre, the Fox hosts 250 performances a year, from rock concerts and Broadway productions to ballets, comedy and movies, attracting 500,000 visitors annually. In addition, the Fox hosts wedding receptions, trade shows, corporate meetings and association functions in its fabulous ballrooms, lounge and outdoor terrace.

As a 501(c)(3) nonprofit arts organization, the Fox Theatre stands today as a fiercely protected landmark and a nationally acclaimed theater and is celebrating its 90th year in 2019. The Fox Theatre proudly acknowledges its partners for their generous support: Coca-Cola, Lexus, Georgian Terrace Hotel, Georgia Natural Gas, Atlanta Beverage-Yuengling, Regions, Grady Health System and Whole Foods Market. Tickets for all events are available at the Fox Theatre Ticket Office, online at FoxTheatre.org or toll free at 855-285-8499. For group sales information contact the Fox Theatre at 404- 881-2000, or visit the Fox Theatre website at foxtheatre.org. Please stay connected with the Fox Theatre on [Instagram](#), [Twitter](#), [Facebook](#) and by using the hashtag #AtTheFox.

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